

Building Private Sector Relationships



*The Delight of an On-going
Relational Challenge!*

Larry M. James

Central Dallas Ministries

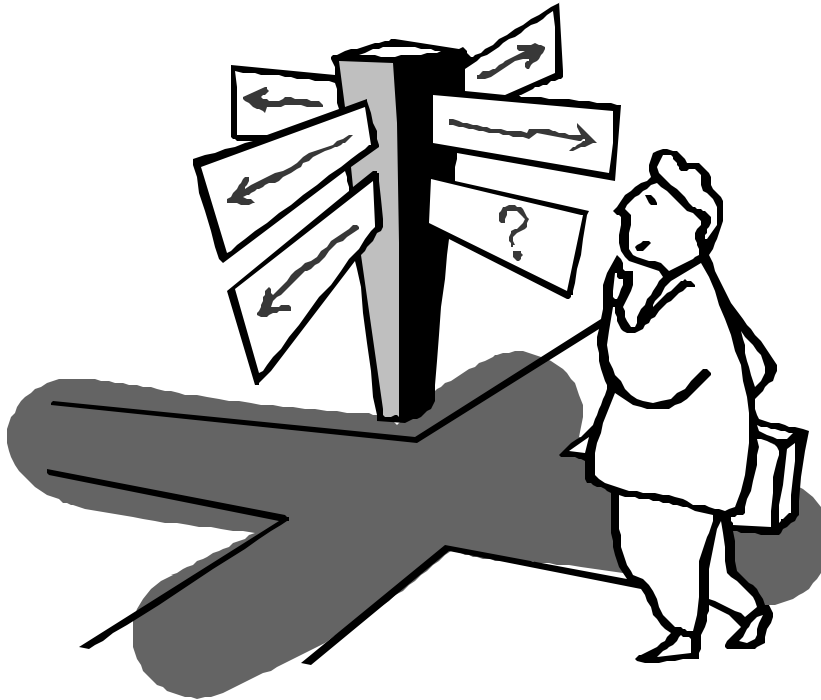
***Healthy Communities Access Program 2004 All
Grantee Meeting***

***Health Resources and Services Administration
Bureau of Primary Health Care***

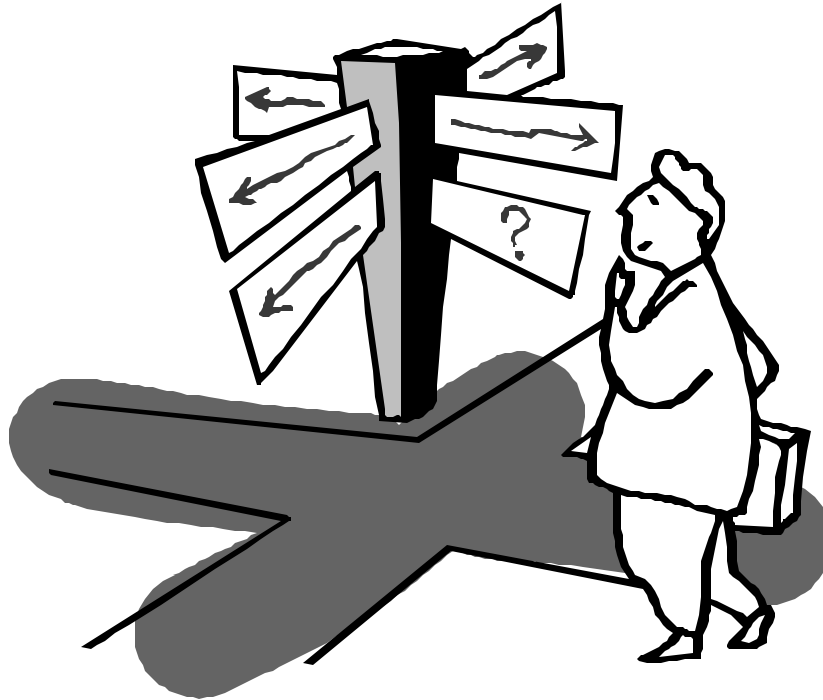
Washington, DC January 20-22, 2004

So, where do we begin?

- *Who am I?*

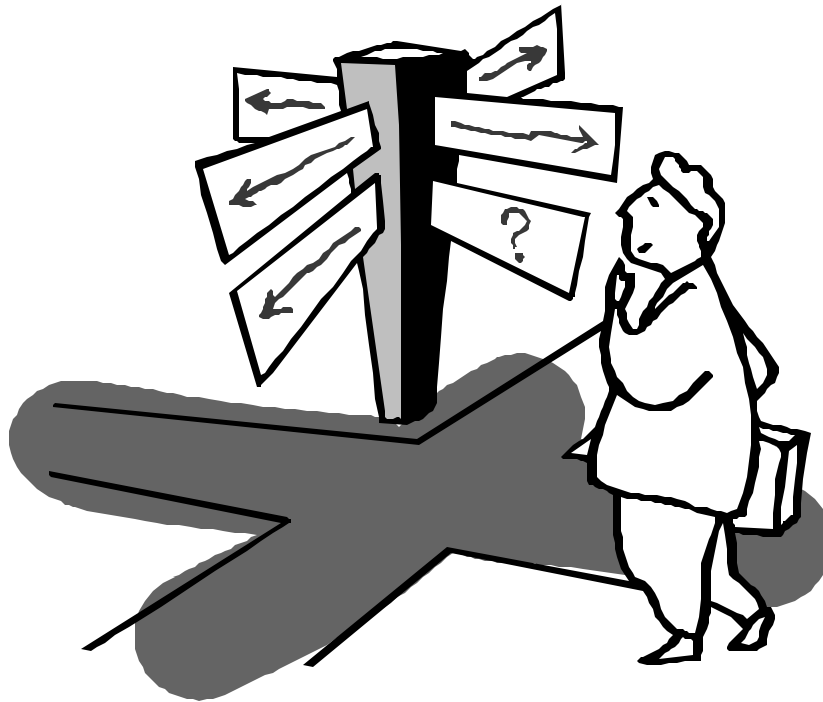


So, where do we begin?



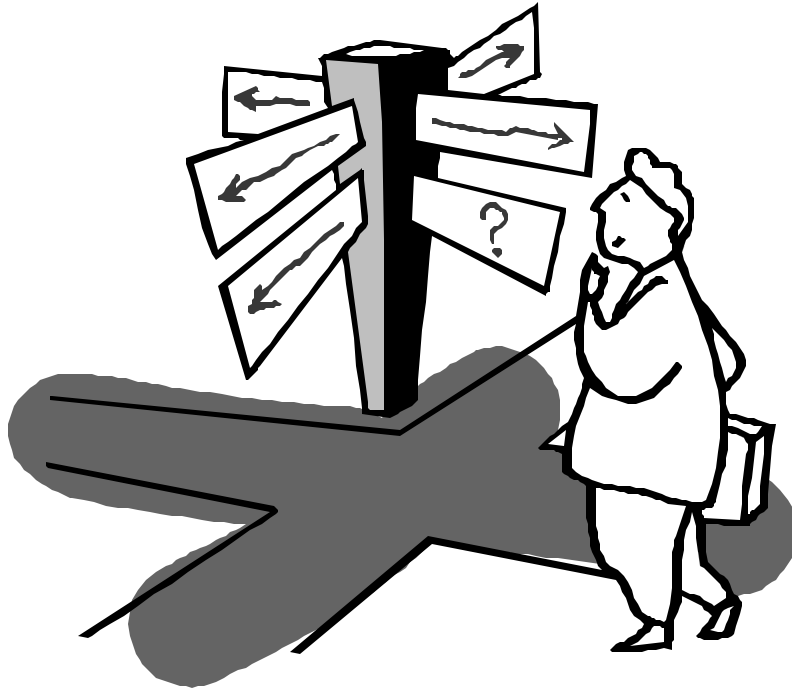
- Who am I?
- ***Be completely and only who you are!***

So, where do we begin?



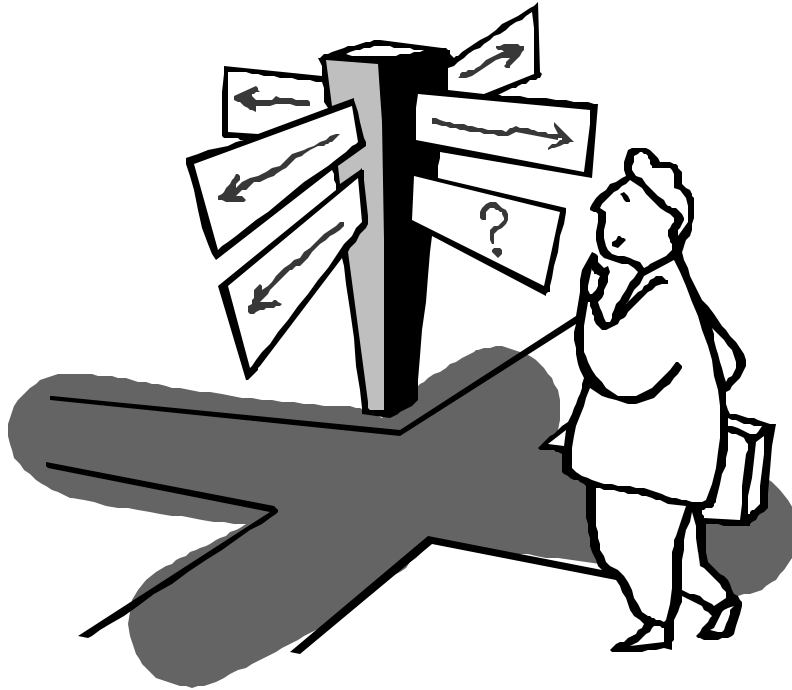
- Who am I?
- Be completely and only who you are!
- ***Where do I go?***

So, where do we begin?



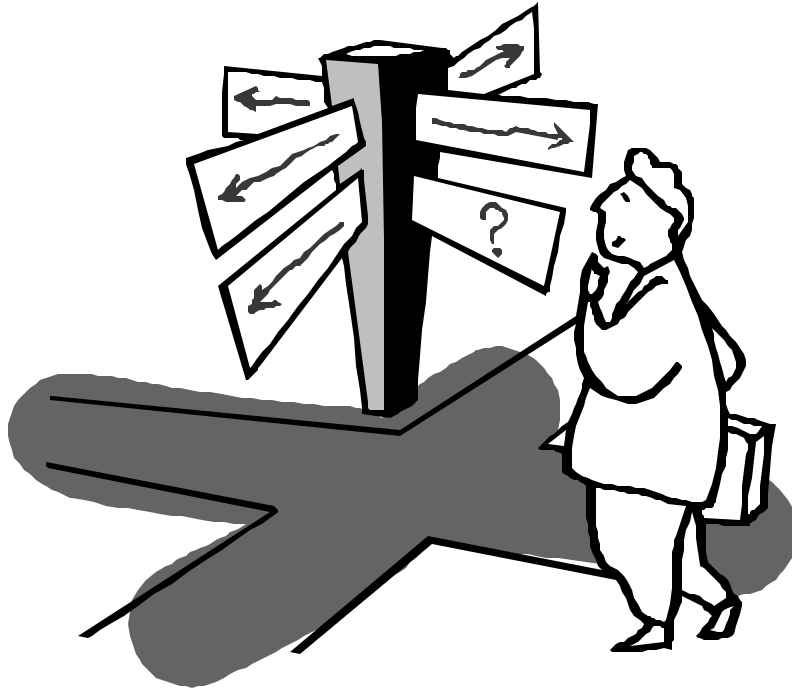
- Who am I?
- Be who you are!
- Where do I go?
- ***Keep your eyes, ears and mind wide open!***

So, where do we begin?



- Who am I?
- Be completely and only who you are!
- Where do I go?
- Keep your eyes, ears and mind wide open!
- ***Read widely with focus. . .***

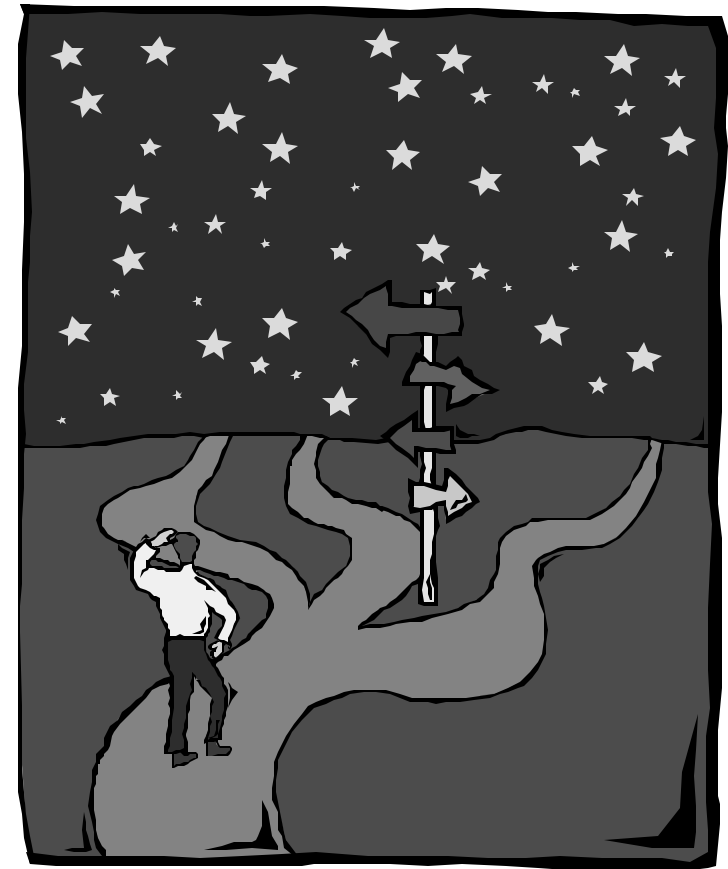
So, where do we begin?



- Who am I?
- Be completely and only who you are!
- Where do I go?
- Keep your eyes, ears and mind wide open!
- Read widely with focus. . .
- **Become expert regarding your community**

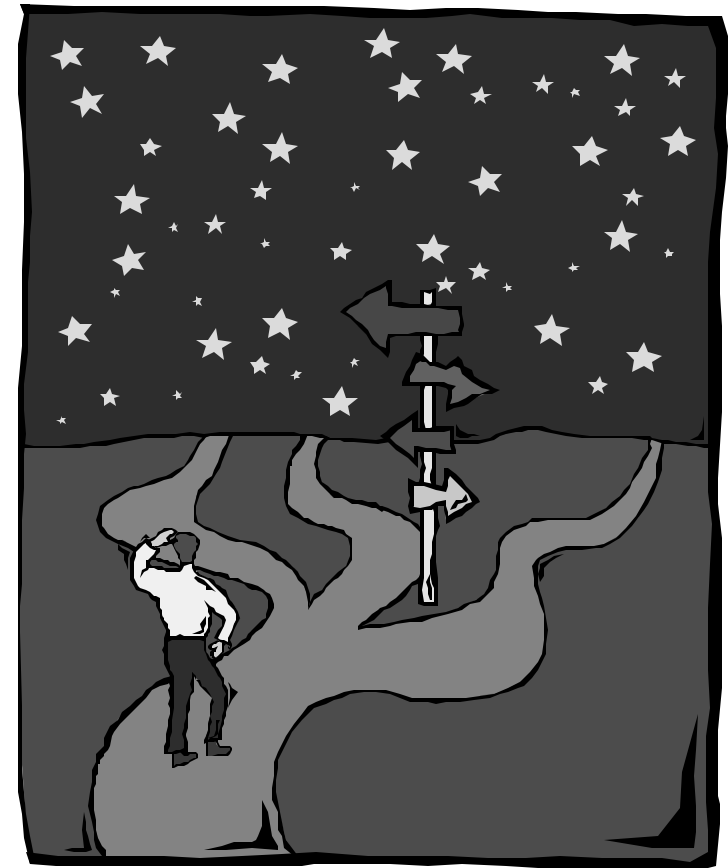
Where are our opportunities?

- ***Collaborative partners***



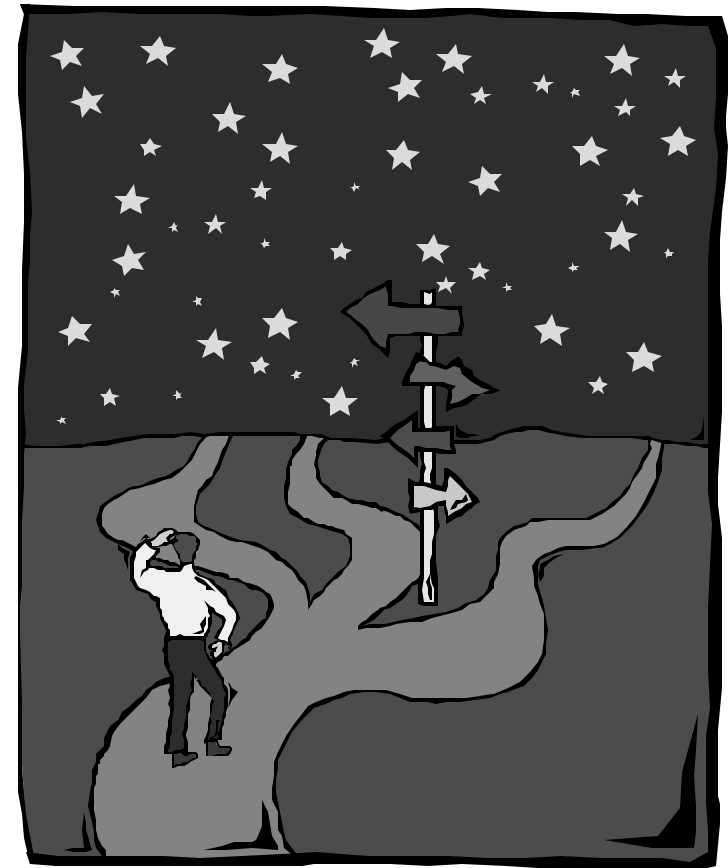
Where are our opportunities?

- Collaborative partners
- ***Associates who share common concerns and passions***



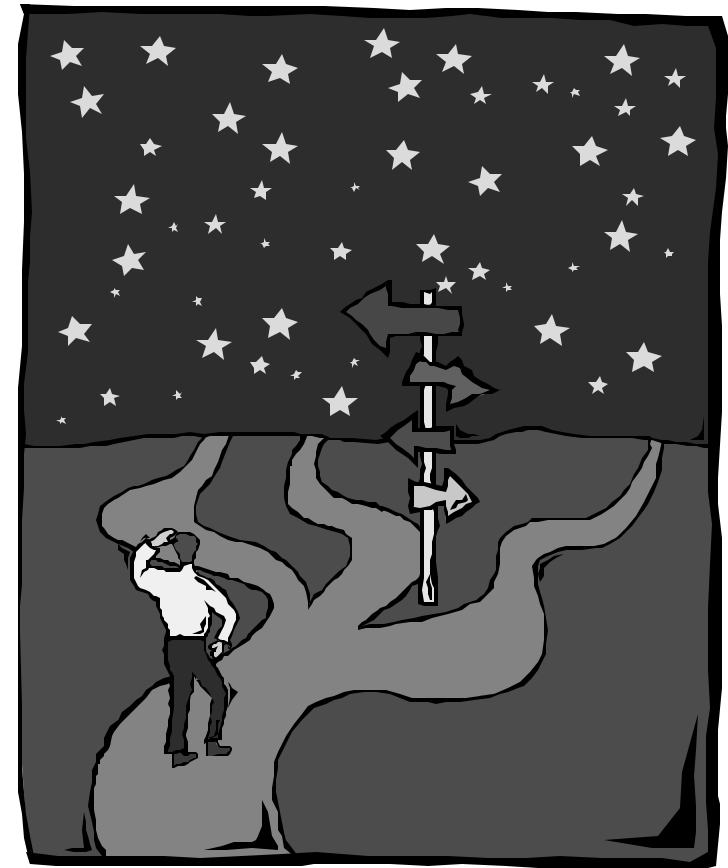
Where are our opportunities?

- Collaborative partners
- Associates who share common concerns and passions
- ***Business and public policy leaders with common responsibilities***



Where are our opportunities?

- Collaborative partners
- Associates who share common concerns
- Business and public policy leaders with common responsibilities
- ***Community groups***



Establish your *presence*!

- Media



Establish your *presence*!

- Media
- **Public Speaking**



Establish your **presence!**



- Media
- Public Speaking
- **“Shoe Leather”
Factor**

Establish your **presence**!



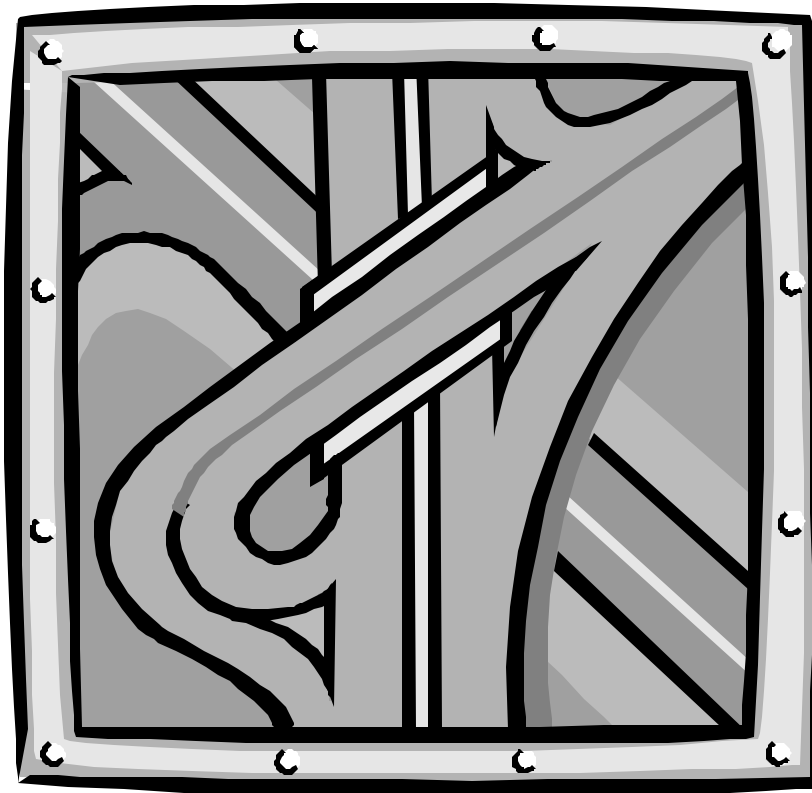
- Media
- Public Speaking
- “Shoe Leather” Factor
- **Every next contact is the most important**

Establish your **presence**!



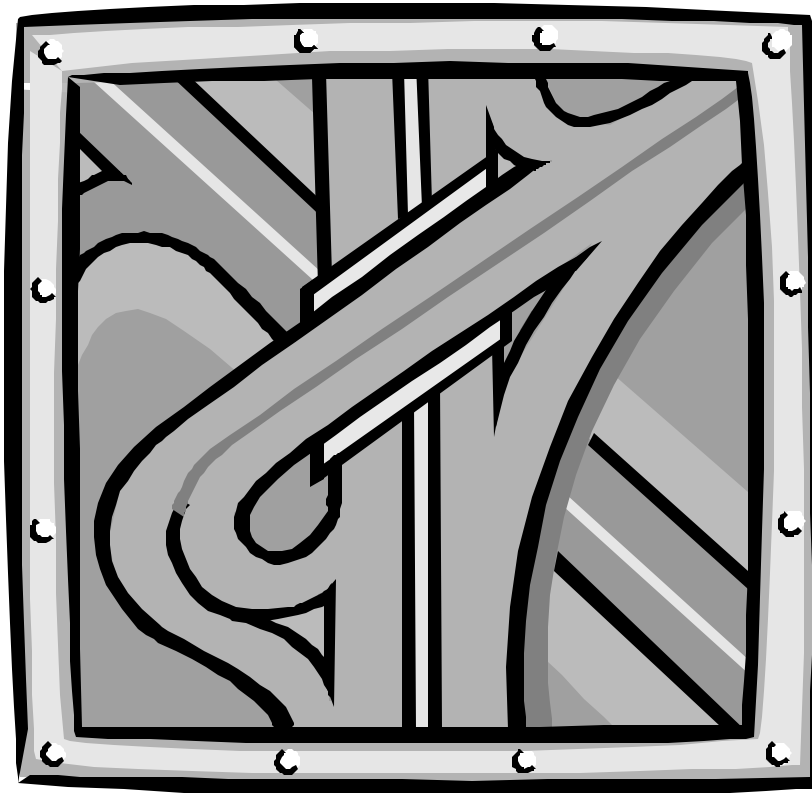
- Media
- Public Speaking
- “Shoe Leather” Factor
- Every next contact is the most important
- **Sorry: Meetings matter!**

Avoid Roadblocks and Detours By. . .



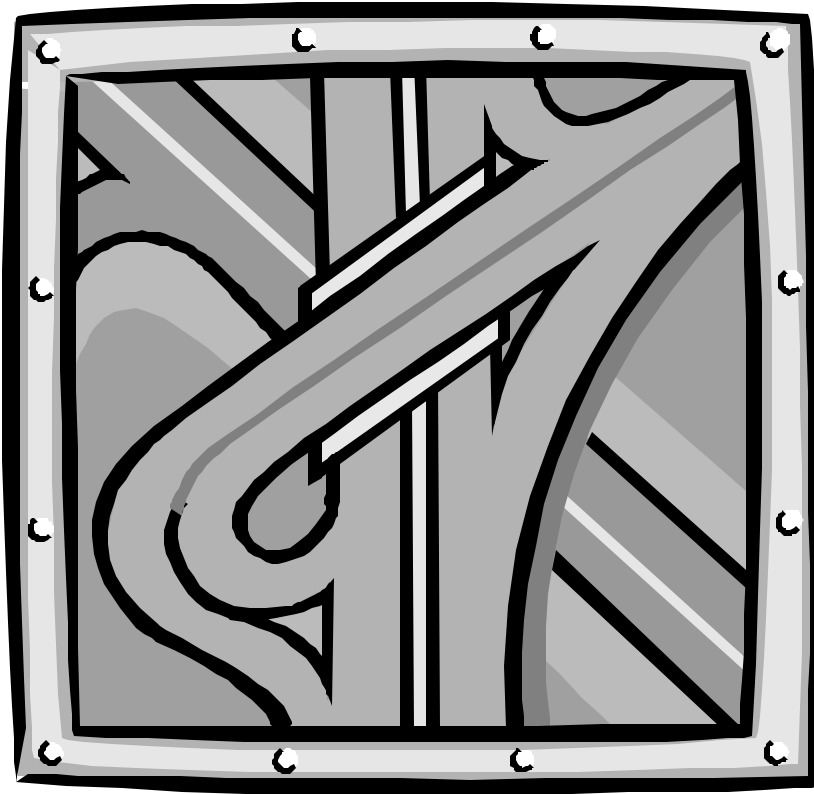
- **Keeping your partners fully informed**

Avoid Roadblocks and Detours By. . .



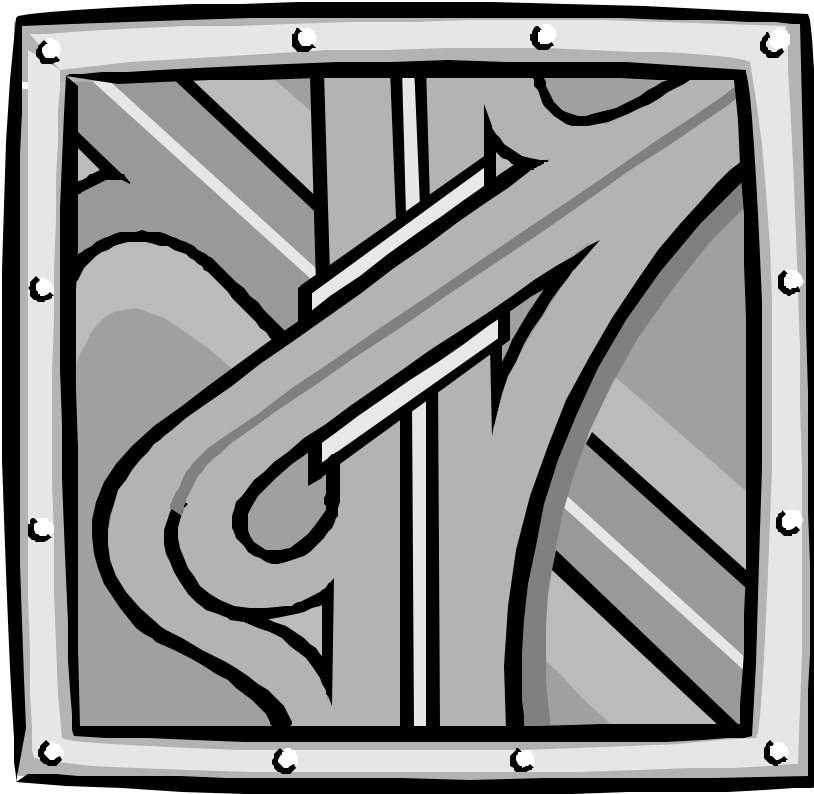
- Keeping your partners fully informed
- **Working with partners to develop contacts**

Avoid Roadblocks and Detours By. . .



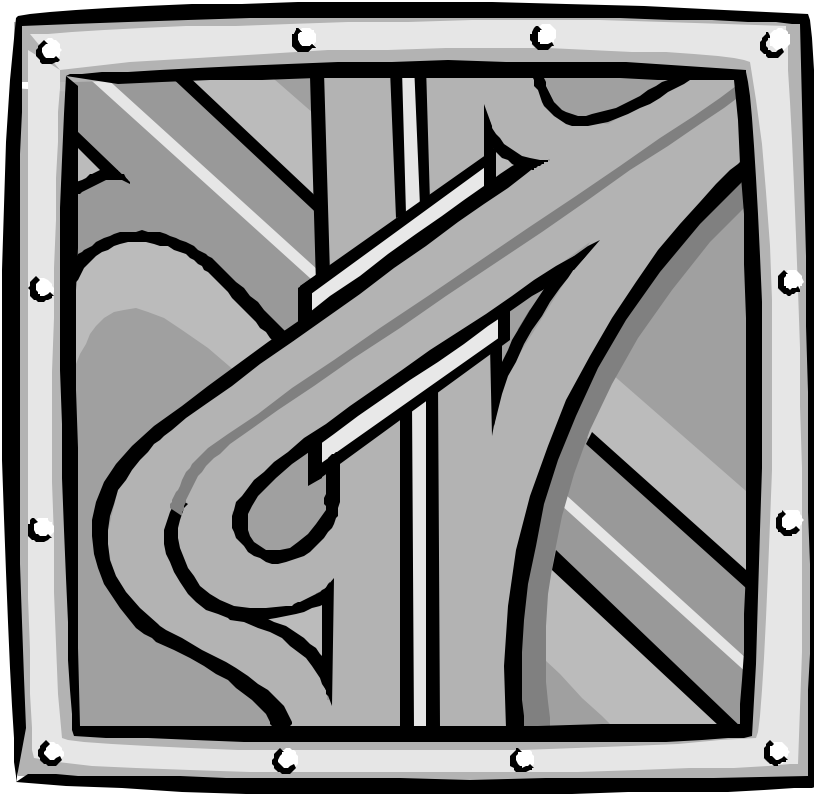
- Keeping your partners fully informed
- Working with partners to develop contacts
- **Freely sharing intelligence with partners**

Avoid Roadblocks and Detours By. . .



- Keeping your partners fully informed
- Working with partners to develop contacts
- Freely sharing intelligence with partners
- **Deferring to more qualified partners**

Avoid Roadblocks and Detours By. . .



- Keeping your partners fully informed
- Working with partners to develop contacts
- Freely sharing intelligence with partners
- Deferring to more qualified partners
- **Remembering:**
it is not about you!

Practical Matters *Matter!*

- Return every call



Practical Matters *Matter!*

- Return every call
- **Acknowledge every favor/gift**



Practical Matters *Matter!*

- Return every call
- Acknowledge every favor/gift
- **Honor every commitment**



Practical Matters **Matter!**

- Return every call
- Acknowledge every favor/gift
- Honor every commitment
- **Transfer credit to others. . . always!**

